

ORDER



Orders
Order / Rev: 714672
Alt Order #: 06321631
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 93
Flight Dates: 09/19/12 - 09/25/12
Original Date / Rev: 09/18/12 / 09/18/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/25/12 | 113 | \$25,815.00 | \$21,942.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|------------|--------------------|--------------------|-------------|
| September 2012 | 113 | \$25,815.00 | \$21,942.75 | 0.00 |
| Totals | 113 | \$25,815.00 | \$21,942.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|---------|-------|--------------|
| WJXX-TV | 12% | \$25,815.00 |
| Market | 100% | \$215,125.00 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WAWS | 4% | \$8,605.00 |
| WCWJ | 1% | \$2,151.25 |
| WJXT | 25% | \$53,781.25 |
| WTEV | 46% | \$98,957.50 |
| WTLV | 12% | \$25,815.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1 | WJXX | 09/24/12 | 09/25/12 | GMJ M-F 6a-7a | CM | M-F 6a-7a | MT----- | :30 | 2 | \$90.00 | P-3 | 0.00 | NM | 2 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | 2 | | \$90.00 | | 0.00 | | | | | |
| E 2 | WJXX | 09/19/12 | 09/21/12 | GMJ M-F 6a-7a | CM | M-F 6a-7a | --WTF-- | :30 | 3 | \$90.00 | P-3 | 0.00 | NM | 3 | \$270.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | 3 | | \$90.00 | | 0.00 | | | | | |
| E 3 | WJXX | 09/19/12 | 09/21/12 | Good Morning America M-F 7a-9a | CM | M-F 7a-9a | --WTF-- | :30 | 3 | \$110.00 | P-3 | 0.00 | NM | 3 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | 3 | | \$110.00 | | 0.00 | | | | | |

Order / Rev: 714672
Alt Order #: 06321631
Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 93
WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|----------|
| E 4 | WJXX | 09/24/12 | 09/25/12 | Good Morning America M-F 7a-9a | CM | M-F 7a-9a | MT----- | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$110.00 | | 0.00 | | | |
| E 5 | WJXX | 09/19/12 | 09/21/12 | Regis & Kelly Regis & Kelly | CM | M-F 9a-10a | --WTF-- | :30 | 3 | \$75.00 | P-3 | 0.00 | NM | 3 | \$225.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | | 3 | \$75.00 | | 0.00 | | | |
| E 6 | WJXX | 09/24/12 | 09/25/12 | Regis & Kelly Regis & Kelly | CM | M-F 9a-10a | MT----- | :30 | 2 | \$75.00 | P-3 | 0.00 | NM | 2 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$75.00 | | 0.00 | | | |
| E 7 | WJXX | 09/19/12 | 09/21/12 | The View M-F 11a-12p View | CM | M-F 11a-12p | --WTF-- | :30 | 3 | \$225.00 | P-3 | 0.00 | NM | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | | 3 | \$225.00 | | 0.00 | | | |
| E 8 | WJXX | 09/24/12 | 09/25/12 | The View M-F 11a-12p View | CM | M-F 11a-12p | MT----- | :30 | 2 | \$225.00 | P-3 | 0.00 | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$225.00 | | 0.00 | | | |
| E 9 | WJXX | 09/19/12 | 09/21/12 | The Chew The Chew | CM | M-F 1-2p | --WTF-- | :30 | 3 | \$100.00 | P-3 | 0.00 | NM | 3 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | | 3 | \$100.00 | | 0.00 | | | |
| E 10 | WJXX | 09/24/12 | 09/25/12 | The Chew The Chew | CM | M-F 1-2p | 22----- | :30 | 4 | \$100.00 | P-3 | 0.00 | NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 22----- | | | | | 4 | \$100.00 | | 0.00 | | | |
| E 11 | WJXX | 09/24/12 | 09/25/12 | General Hospital General Hospital | CM | | MT----- | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$110.00 | | 0.00 | | | |
| E 12 | WJXX | 09/19/12 | 09/21/12 | General Hospital General Hospital | CM | | --WTF-- | :30 | 3 | \$110.00 | P-3 | 0.00 | NM | 3 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | | 3 | \$110.00 | | 0.00 | | | |
| E 13 | WJXX | 09/19/12 | 09/21/12 | 4-5p Anderson | CM | M-F 4-5p | --222-- | :30 | 6 | \$100.00 | P-3 | 0.00 | NM | 6 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --222-- | | | | | 6 | \$100.00 | | 0.00 | | | |
| E 14 | WJXX | 09/24/12 | 09/25/12 | 4-5p Anderson | CM | M-F 4-5p | 22----- | :30 | 4 | \$100.00 | P-3 | 0.00 | NM | 4 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 22----- | | | | | 4 | \$100.00 | | 0.00 | | | |
| E 15 | WJXX | 09/19/12 | 09/21/12 | FCN News at 5pm M-F 5-5:30pm | CM | M-F 5p-5:30p | --WTF-- | :30 | 3 | \$80.00 | P-3 | 0.00 | NM | 3 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | | 3 | \$80.00 | | 0.00 | | | |
| E 16 | WJXX | 09/24/12 | 09/25/12 | FCN News at 5pm M-F 5-5:30pm | CM | M-F 5p-5:30p | MT----- | :30 | 2 | \$80.00 | P-3 | 0.00 | NM | 2 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$80.00 | | 0.00 | | | |
| E 17 | WJXX | 09/24/12 | 09/25/12 | FCN News at 5:30 M-F 5:30-6pm | CM | M-F 5:30p-6p | MT----- | :30 | 2 | \$110.00 | P-3 | 0.00 | NM | 2 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$110.00 | | 0.00 | | | |

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Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 93
WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------------------------|-------|-------------------|----------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 18 | WJXX | 09/19/12 | 09/21/12 | FCN News at 5:30 M-F 5:30-6pm | CM | M-F 5:30p-6p | -- WTF-- | :30 | 3 | \$110.00 | P-3 | 0.00 | NM | 3 | \$330.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -- WTF-- | | | | | 3 | \$110.00 | | 0.00 | | | |
| E 19 | WJXX | 09/20/12 | 09/21/12 | FCN News at 6 M-F 6-6:30pm | CM | M-F 6p-6:30p | --- TF-- | :30 | 2 | \$130.00 | P-3 | 0.00 | NM | 2 | \$260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --- TF-- | | | | | 2 | \$130.00 | | 0.00 | | | |
| E 20 | WJXX | 09/24/12 | 09/25/12 | FCN News at 6 M-F 6-6:30pm | CM | M-F 6p-6:30p | MT----- | :30 | 2 | \$130.00 | P-3 | 0.00 | NM | 2 | \$260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$130.00 | | 0.00 | | | |
| E 21 | WJXX | 09/24/12 | 09/25/12 | FCN News at 7p M-F 7-7:30p | CM | M-F 7p-7:30p | MT----- | :30 | 2 | \$275.00 | P-3 | 0.00 | NM | 2 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$275.00 | | 0.00 | | | |
| E 22 | WJXX | 09/19/12 | 09/21/12 | FCN News at 7p M-F 7-7:30p | CM | M-F 7p-7:30p | -- WTF-- | :30 | 3 | \$275.00 | P-3 | 0.00 | NM | 3 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -- WTF-- | | | | | 3 | \$275.00 | | 0.00 | | | |
| E 23 | WJXX | 09/24/12 | 09/25/12 | Extra M-F 7:30-8p | CM | M-F 7:30p-8p | MT----- | :30 | 2 | \$200.00 | P-3 | 0.00 | NM | 2 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 2 | \$200.00 | | 0.00 | | | |
| E 24 | WJXX | 09/19/12 | 09/21/12 | Extra M-F 7:30-8p | CM | M-F 7:30p-8p | -- WTF-- | :30 | 3 | \$200.00 | P-3 | 0.00 | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -- WTF-- | | | | | 3 | \$200.00 | | 0.00 | | | |
| E 25 | WJXX | 09/19/12 | 09/21/12 | FCN News at 11pm M-Su 11-11:35p | CM | M-Su 11p-11:35p | -- WTF-- | :30 | 3 | \$225.00 | P-3 | 0.00 | NM | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -- WTF-- | | | | | 3 | \$225.00 | | 0.00 | | | |
| E 26 | WJXX | 09/24/12 | 09/25/12 | FCN News at 11pm M-Su 11-11:35p | CM | M-Su 11p-11:35p | MT----- | :30 | 3 | \$225.00 | P-3 | 0.00 | NM | 3 | \$675.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | MT----- | | | | | 3 | \$225.00 | | 0.00 | | | |
| E 27 | WJXX | 09/19/12 | 09/21/12 | Nightline Nightline | CM | M-F 11:35p-12:05a | -- 222-- | :30 | 6 | \$200.00 | P-3 | 0.00 | NM | 6 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -- 222-- | | | | | 6 | \$200.00 | | 0.00 | | | |
| E 28 | WJXX | 09/24/12 | 09/25/12 | Nightline Nightline | CM | M-F 11:35p-12:05a | 22----- | :30 | 4 | \$200.00 | P-3 | 0.00 | NM | 4 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 22----- | | | | | 4 | \$200.00 | | 0.00 | | | |
| E 29 | WJXX | 09/24/12 | 09/25/12 | GMJ Sunrise M-F 5-6a | CM | 5-6a | 22----- | :30 | 4 | \$60.00 | P-3 | 0.00 | NM | 4 | \$240.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/24/12 | 09/30/12 | 22----- | | | | | 4 | \$60.00 | | 0.00 | | | |
| E 30 | WJXX | 09/19/12 | 09/21/12 | GMJ Sunrise M-F 5-6a | CM | 5-6a | -- 222-- | :30 | 6 | \$60.00 | P-3 | 0.00 | NM | 6 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -- 222-- | | | | | 6 | \$60.00 | | 0.00 | | | |
| E 31 | WJXX | 09/25/12 | 09/25/12 | Tue Prime C | CM | 10-11p | -T----- | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|--|-------|---|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| E 31 | WJXX | 09/25/12 | 09/25/12 | Tue Prime C | CM | 10-11p | -T----- | :30 | 1 | \$1,300.00 | P-3 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/24/12 | 09/30/12 | -T----- | | | 1 | | \$1,300.00 | | 0.00 | | | | |
| E 32 | WJXX | 09/20/12 | 09/20/12 | Thu Prime B | CM | 9-10p | ---T--- | :30 | 1 | \$2,100.00 | P-3 | 0.00 | NM | 1 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | ---T--- | | | 1 | | \$2,100.00 | | 0.00 | | | | |
| E 33 | WJXX | 09/20/12 | 09/20/12 | Thu Prime C | CM | 10-11p | ---T--- | :30 | 1 | \$1,500.00 | P-3 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | ---T--- | | | 1 | | \$1,500.00 | | 0.00 | | | | |
| E 34 | WJXX | 09/21/12 | 09/21/12 | Fri Prime C 20/20 | CM | Fri 10p-11p | ----F-- | :30 | 1 | \$1,980.00 | P-3 | 0.00 | NM | 1 | \$1,980.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | ----F-- | | | 1 | | \$1,980.00 | | 0.00 | | | | |
| E 35 | WJXX | 09/22/12 | 09/22/12 | GMA Saturday GMA Saturday | CM | GMA Saturday | -----S- | :30 | 1 | \$85.00 | P-3 | 0.00 | NM | 1 | \$85.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S- | | | 1 | | \$85.00 | | 0.00 | | | | |
| E 36 | WJXX | 09/22/12 | 09/22/12 | AfternoonCollege Football AfternoonCollege Football | CM | Fri,Sat-Sun 12p-8p (3:30 PM-7:00 PM) | -----S- | :30 | 3 | \$800.00 | P-3 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S- | | | 3 | | \$800.00 | | 0.00 | | | | |
| E 37 | WJXX | 09/22/12 | 09/22/12 | FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba | CM | Sat FCN News We | -----S- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S- | | | 1 | | \$150.00 | | 0.00 | | | | |
| E 38 | WJXX | 09/22/12 | 09/22/12 | FCN News at 11pm M-Su 11-11:35p | CM | M-Su 11p-11:35p | -----S- | :30 | 2 | \$225.00 | P-3 | 0.00 | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S- | | | 2 | | \$225.00 | | 0.00 | | | | |
| E 39 | WJXX | 09/23/12 | 09/23/12 | GMJ Sunday GMJ Sunday | CM | Sun 7a-730a | -----S | :30 | 1 | \$55.00 | P-3 | 0.00 | NM | 1 | \$55.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | \$55.00 | | 0.00 | | | | |
| E 40 | WJXX | 09/23/12 | 09/23/12 | First Coast News On Point First Coast News On Point | CM | First Coast News C | -----S | :30 | 1 | \$50.00 | P-3 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | \$50.00 | | 0.00 | | | | |
| E 41 | WJXX | 09/23/12 | 09/23/12 | GMA Sunday GMA Sunday | CM | GMA Sunday | -----S | :30 | 2 | \$150.00 | P-3 | 0.00 | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 2 | | \$150.00 | | 0.00 | | | | |
| E 42 | WJXX | 09/23/12 | 09/23/12 | This Week 10A Sun 10a-11a - eff 6/7 | CM | Sun 10a-11a - eff | -----S | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | \$150.00 | | 0.00 | | | | |
| E 43 | WJXX | 09/23/12 | 09/23/12 | FCN Sun News at 6:30 Sun 6:30-7p | CM | Sun 6:30-7p | -----S | :30 | 1 | \$175.00 | P-3 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | \$175.00 | | 0.00 | | | | |
| E 44 | WJXX | 09/23/12 | 09/23/12 | Emmy's Red Carpet Live Emmy's Red Carpet Live | CM | 7-8p | -----S | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | \$800.00 | | 0.00 | | | | |

Order / Rev: 714672
 Alt Order #: 06321631
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 93

WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------------|------|-------------------|-----------------|------------------------|-------|-----------------|-------------------|-----|-------|-------------|-----|---------------|--------|-------|-------------|
| E 45 | WJXX | 09/23/12 | 09/23/12 | Emmy's Red Carpet Live | CM | 7-8p | -----S | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| Emmy's Red Carpet Live | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | | \$500.00 | | 0.00 | | | |
| E 46 | WJXX | 09/23/12 | 09/23/12 | Emmy Awards | CM | 8-11p | -----S | :30 | 1 | \$1,050.00 | P-5 | 0.00 | NM | 1 | \$1,050.00 |
| Emmy Awards | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | | \$1,050.00 | | 0.00 | | | |
| E 47 | WJXX | 09/23/12 | 09/23/12 | FCN News at 11pm | CM | M-Su 11p-11:35p | -----S | :30 | 1 | \$225.00 | P-3 | 0.00 | NM | 1 | \$225.00 |
| M-Su 11-11:35p | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | -----S | | | 1 | | | \$225.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 113 | \$25,815.00 |